

application, installed on a client machine, enabling real time continuous or intermittent display of Web-compliant sponsor data files, which window retains focus and is non-obtrusive, allowing automatic cursor-responsive access to the hidden / invisible controls tools and any such information masked by such window; and cannot be closed, moved, manipulated, interacted or unfocused, in any other way than defined by the sponsor.

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250. (New) The method of claim 249, wherein the document area comprises about 60 to 80 percent of the application window, the substrate areas comprises about 20 to 40 percent of the application window, and the messages displayed in the substrate areas comprise part or all of the substrate areas.
251. (New) The method of claim 249, wherein the program algorithm is either integrated into any user applications such as a Word Processor or a Web browser, or written as add-on user interface patch, or as a Web application delivered from a web application server as a Web page applet.
252. (New) The method of claim 249, wherein the menus, controls, tools and any other information masked by the floating window can be accessed by launching replicas of such menus, controls, tools etc in the form of embedded Java applet or DHTML form in any part of the document area in response to a mouse or keyboard command.

253. **(New)** The method of claim 249, wherein such menus, tools, controls and other information are compiled in the sponsor message window itself, which information can be swapped with the application in focus, in response to a mouse click or a keyboard strike or a combination of both, when the user desires to access such menus, tools, controls and other information.

254. **(New)** The method of claim 249, wherein the floating window is programmed to display its non-obtrusive cursor-responsive functionality, in more than one or all the applications installed on the client machine.

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255. **(New)** The method of claim 249, wherein such floating window displays and auto updates the display, by auto retrieving substitute files from computer's storage area and / or by downloading the corresponding files from predefined web site URL using an HTTP, FTP or any Web-compatible file transfer protocol.

256. **(New)** The method of claim 249, wherein the floating window is delivered to the client machine as a Web page by an Internet server application in response to a specific URL request by the client.

257. **(New)** The method of claim 249, wherein such floating window displays in real time, sponsor, application manufacturer, reseller, paid service provider (such as news service, stock brokerage service etc.) messages, or communication between the members of chat groups.

258. (New) The method of claim 249, wherein the floating window is an interface for playing the broadcast media signals of radio or television channel or broadband video.

259. (New) A computer program product and method of creating one or more floating windows in a GUI application running on a client machine, wherein such window:

- a) is always located outside the document display or data input area of an application, but within the outer limits of such application, such area herein referred as the substrate area of the application;
- b) is anchored or aligned with part or all of the substrate areas of the application;
- c) is, simultaneously in active focus of the same or parallel running application;
- d) is displayed by permanent default with either launch of an application or is delivered by a Web server application in response to a specific URL request;
- e) is displayed continuously or intermittently, for either a predefined length of time or until the closing of the application;
- f) disappears, swaps or moves to another location exposing the menus, controls, tools etc. in the substrate area instantly as the user approaches such menus, controls, tools etc., using either the mouse pointer or the keyboard command, and reappears as the user returns to the document display area,
- g) displays contents transmitted in any Web compliant format such as HTML or Java, which content can be accessed for full view display, by a keyboard command or by keyboard mouse command combination.

h) can neither be closed, moved, manipulated or interacted in any other way than illustrated in (a) through (g), by the user.

260. (New) The method of claim 259, wherein the document area comprises about 60 to 80 percent of the application window, the substrate areas comprises about 20 to 40 percent of the application window, and the messages displayed in the substrate areas comprise part or all of the substrate areas.

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261. (New) The method of claim 259, wherein the program algorithm is either integrated into the user applications such as a Word Processor or a Web browser, or written as add-on user interface patch, or as a Web page applet delivered from a web application server.

262. (New) The method of claim 259, wherein the menus, controls, tools and any other information masked by the floating window can be accessed by launching replicas of such menus, controls, tools etc in the form of embedded Java applet or DHTML form in any part of the document area in response to a mouse or keyboard command.

263. (New) The method of claim 259, wherein such menus, tools, controls and other information is compiled in the sponsor message window itself which information can be swapped with the application in focus, in response to a mouse click or a keyboard strike or a combination of both when the user desires to access such

menus, tools, controls and other information.

264. (New) The method of claim 259, wherein the floating window is programmed to display its non-obtrusive functionality, in more than one or all the applications installed on the client machine.

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265. (New) The method of claim 259, wherein such floating window displays and auto updates the display, by auto retrieving substitute files from computer's storage area and / or by downloading the corresponding files from predefined web site URL using an HTTP, FTP or any Web-compatible file transfer protocol.

266. (New) The method of claim 259, wherein the floating window is delivered to the client machine as a Web page by an Internet server application in response to a specific URL request by the client.

267. (New) The method of claim 259, wherein such floating window displays in real time, sponsor, application manufacturer, reseller, paid service provider (such as news service, stock brokerage service etc.) messages or communication between the members of chat groups.

268. (New) The method of claim 259, wherein the floating window is an interface for playing the broadcast media signals of radio or television channel or broadband video.